

REQUIREMENTS FOR CAREER AND TECHNICAL EDUCATION BUSINESS AND MARKETING, K – 12 CERTIFICATE

ARIZONA DEPARTMENT OF EDUCATION – CERTIFICATION UNIT

ALL REQUIREMENTS FOR THE CAREER AND TECHNICAL EDUCATION (CTE) BUSINESS AND MARKETING, K – 12 CERTIFICATE MUST BE MET. FEES ARE NOT REFUNDABLE. PURSUANT TO A.R.S. 15-534.03, EACH EDUCATOR MUST NOTIFY THE CERTIFICATION DEPARTMENT OF ANY CHANGE OF ADDRESS WITHIN 30 DAYS. ALL DOCUMENTATION, INCLUDING TRANSCRIPTS, BECOMES THE PROPERTY OF THE ARIZONA DEPARTMENT OF EDUCATION AND WILL NOT BE RETURNED. REQUIREMENTS MAY BE SUBJECT TO CHANGE AND ARE FULLY REFERENCED IN THE ARIZONA REVISED STATUTES AND ADMINISTRATIVE CODE.

1. PROVISIONAL CTE BUSINESS AND MARKETING, K – 12 CERTIFICATE

The Provisional certificate is valid for 2 years and may be renewed once for 2 years.

Requirements for the Provisional CTE Business and Marketing Certificate are:

1. Option A, B, C or D:

Option A:

1. A Bachelor's or more advanced degree in business, business education, marketing or marketing education from an accredited institution. Official transcript(s) required.
2. Two hundred forty (240) clock hours of [verified experience](#) in business/marketing occupations or a practicum in the areas of business/marketing occupations (approved occupation areas are listed below).

Option B:

1. A valid Arizona Standard Secondary Teaching Certificate.
2. One (1) year of the most recent teacher evaluation(s) approved by a certificated administrator, or the administrator's designee, in a secondary school setting and issued during the term of the Arizona Standard Secondary Teaching Certificate exhibiting satisfactory performance in the classroom.
3. Three (3) semester hours of courses in career and technical business or marketing education methods.
4. Four hundred eighty (480) clock hours of verified experience in business/marketing occupations (approved occupation areas are listed below).

Option C:

1. Six thousand (6000) clock hours of verified experience in business/marketing occupations (approved occupation areas are listed below).

Option D:

1. A valid teaching certificate in business education, marketing education, career and technical business education or career and technical marketing education from another state.
2. Verification of state approved Structured English Immersion (SEI) training. **Please see SEI requirements.** Note: Individuals who hold a Full Bilingual or Full ESL endorsement are exempt from the SEI endorsement requirement. The requirements for a Provisional SEI endorsement may be waived for a period not to exceed one year for individuals who graduate from administrator or teacher preparation programs that are not approved by the Arizona State Board of Education and meet all other applicable certification requirements.
3. A photocopy of your valid Arizona Fingerprint Clearance Card (plastic) issued by the Arizona Department of Public Safety (602) 223-2279.

Note: If you otherwise qualify for the certificate but are deficient in Arizona and/or U.S. Constitution you have 3 years under a valid teaching certificate to fulfill the requirement.

4. Arizona Constitution (a college course or the appropriate examination).
5. U.S. Constitution (a college course or the appropriate examination).

Approved Business And Marketing Areas: Computer and information sciences and support services; computer engineering technologies/technicians; apparel and textile marketing management; accounting and computer science; business/commerce, general; business administration, management and operations; accounting and related services; business operations support and assistant services; business/corporate communications; business/managerial economics; entrepreneurial and small business operations; finance and financial management services; hospitality administration/management; human resources management and services; international business; management information systems and services; management sciences and quantitative methods; marketing; real estate; taxation; insurance; general sales, merchandising and related marketing operations; specialized sales, merchandising and marketing operations; and business, management, marketing and related support services.

➤ RENEWAL OF PROVISIONAL CTE BUSINESS AND MARKETING, K – 12 CERTIFICATE

The Provisional CTE may be renewed once for two years. All requirements for renewal of the Provisional certificate must be met.

Requirements for renewal of the Provisional CTE Business and Marketing Certificate are:

1. Nine (9) semester hours of courses required for the Standard CTE Business and Marketing Certificate. Courses should be completed since the most recent issuance of the provisional certificate.
2. A passing score on the secondary professional knowledge portion of the Arizona Educator Proficiency Assessment (AEPA).
3. Verification of state approved Structured English Immersion (SEI) training to qualify for a Provisional or Full SEI endorsement. **Please see SEI requirements.** Note: Individuals who hold a Full Bilingual or Full ESL endorsement are exempt from the SEI endorsement requirement.

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➤ **STANDARD CTE BUSINESS AND MARKETING, K – 12 CERTIFICATE**

The Standard certificate is valid for 6 years and is renewable.

1. A passing score on the secondary professional knowledge portion of the Arizona Educator Proficiency Assessment (AEPA).
2. Option A, B, C or D:
 - Option A:
 1. Qualification under Option A for the Provisional CTE Business and Marketing Certificate.
 2. Eighteen (18) semester hours of courses in professional knowledge to include any of the following areas: principles/philosophy of career and technical education, operation of a career and technical student organization, methods of teaching business or marketing, curriculum design/development, instructional technology, educational philosophy, instructional design/methodology, assessment/evaluation, or classroom management.
 - Option B:
 1. Qualification under Option B for the Provisional CTE Business and Marketing Certificate.
 2. Two (2) years of teacher evaluation(s) approved by a certificated administrator, or the administrator's designee, in a secondary school setting and issued during the term of the Arizona Provisional CTE Business and Marketing Certificate exhibiting satisfactory performance in the classroom.
 3. Twelve (12) semester hours of courses to include:
 - a. Nine (9) semester hours of courses in business and marketing subject knowledge;
 - b. Three (3) semester hours of courses in professional knowledge to include any of the following areas: principles/philosophy of career and technical education, operation of a career and technical student organization, methods of teaching business or marketing, curriculum design/development, instructional technology, classroom management, educational philosophy, instructional design/methodology, or assessment/evaluation.
 - Option C:
 1. Qualification under Option C for the Provisional CTE Business and Marketing Certificate.
 2. Two (2) years of teacher evaluation(s) approved by a certificated administrator, or the administrator's designee, in a secondary school setting and issued during the term of the Arizona Provisional CTE Business and Marketing Certificate exhibiting satisfactory performance in the classroom.
 3. Fifteen (15) semester hours of courses in professional knowledge to include any of the following areas: principles/philosophy of career and technical education, operation of a career and technical student organization, methods of teaching business or marketing, curriculum design/development, instructional design/methodology, assessment/evaluation, instructional technology, educational philosophy, or career and technical education classroom management.
 4. Nine (9) semester hours of courses in business or marketing subject knowledge.
 - Option D:
 1. Qualification under Option D for the Provisional CTE Business and Marketing Certificate.
 2. Two (2) years of teacher evaluation(s) approved by a certificated administrator, or the administrator's designee, in a secondary school setting and issued during the term of the Arizona Provisional CTE Business and Marketing Certificate exhibiting satisfactory performance in the classroom.
4. Verification of state approved Structured English Immersion (SEI) training to qualify for a Provisional or Full SEI endorsement. **Please see SEI requirements.** Note: Individuals who hold a Full Bilingual or Full ESL endorsement are exempt from the SEI endorsement requirement.
3. A photocopy of your valid Arizona Fingerprint Clearance Card (plastic) issued by the Arizona Department of Public Safety (602) 223-2279.

➤ **RENEWAL OF THE STANDARD CTE BUSINESS AND MARKETING, K – 12 CERTIFICATE**

A Standard CTE certificate may be renewed within 6 months before it expires. All requirements for the renewal of the Standard CTE certificate must be met.

1. One hundred eighty (180) clock hours of professional development or 12 semester hours of coursework posted on official transcripts after the most recent issuance or renewal of the certificate.
2. Verification of state approved Structured English Immersion (SEI) training to qualify for a Provisional or Full SEI endorsement. **Please see SEI requirements.** Note: Individuals who hold a Full Bilingual or Full ESL endorsement are exempt from the SEI endorsement requirement.